THE OPPORTUNITY

Twilio is a cloud communications platform as a service (PaaS) company. Twilio allows software developers to programmatically make and receive phone calls and send and receive text messages using its web service APIs. Twilio's services are accessed over HTTP and are billed based on usage. In 2017, Ruiz decided to work on the longtail and page speed as 2 SEO initiatives.

THE SOLUTION

Ruiz used Data Cube gap analysis vs. competitors to identify the topics to go after and distributed them to his extensive content producers using the Tasks feature in BrightEdge. His goal is to drive the page publishing cadence up from 5 or 10 per month to 40 or 50, so he needs to identify topics on an ongoing basis.

In addition, initiated technical projects to enhance page load speed, which helps perfomance across the site. "The platform isolated a lot of issues on our site so that we can get a top performing site speed." He tracks results in StoryBuilder and elevates SEO by sharing dashboards with stakeholders and executives.

See Sam describe his projects in this video: https://www.brightedge.com/resources/videos/twilio-longtail-keyword-coverage-brightedge

Sam Ruiz
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THE RESULTS

Twilio saw an 86% increase in traffic to pages he created for this longtail project.

> BrightEdge helps us empower our product managers to find topics that work best for the different personas